The Canadian Association of Second Language Teachers / L'Association canadienne des professeures de langues secondes

CASLT/ACPLS

Canadian Association of Second Language Teachers Website Makes the Grade in 2004.

Ottawa, Ontario, January 17, 2005 – The Canadian Association of Second Language Teachers (CASLT) marked a 100% increase in website traffic last year, according to CASLT Webmaster, Gilles Côté. In 2003 alone, traffic was close to 1 million visitor sessions and in 2004 it hosted approximately two million visitors. This increase exceeds CASLT expectations for website hits.

The popularity of the site extends beyond Canadian borders. *Schoolzone*, an independent service appointed by the *British Department for Education and Skills*, produces evaluations for computer-assisted learning. *Schoolzone* awarded the CASLT website their highest **five star award.**

The *Google Search Toolbar* uses a scale to assess a website's popularity. The scale marks a site's perceived importance and content relevancy during searches. According to the *Google* tool, the CASLT website rates well for relevancy, when searching for "French Second Language" or "FSL" websites.

The website provides second language educators with hundreds of printable, classroom ready activities and, many more links to teacher-support resources and language-related events. The website enhances membership services to French Second Language teachers across the country.

"Considering the limited resources for marketing and promoting the CASLT website, its success is phenomenal," says Coté.

CASLT also provides a bilingual, monthly online newsletter to over 1,000 subscribers. Educators enjoy up-to-date information sharing through this monthly communication medium. Canadian French Second Language expertise continues to be recognized by educators worldwide. Visit the CASLT website at <http://www.caslt.org>, today.

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